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JANUARY  
FEBRUARY  
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APRIL

## *content*

MEDIA 74  
IS SOON

DAVID LEVY  
ON THE U.S.S.R.

FEELING FOR  
THE PULSE

THE JOCK CULTURE REVISITED:

# WHICH GAME TODAY, DEAR?





# Coliseums and Gladiators: A new opiate for the people

by PAUL HOCH

Thousands of people who don't know me use my participation on a Sunday afternoon as an excuse for non-action, as a fix to help them escape their everyday problems and our society's problems. The toll of providing that experience is beginning to register on me.

New York Knickerbockers forward Bill Bradley, May 28, 1971.

The world-wide enthusiasm for sports events brings to mind the decadence of the Roman Empire when similar physical exercises formed a circus spectacle which whipped up the tired nerves of paying spectators.

Alex Natan, *Sport and Society*, (London: Bowes and Bowes, 1958).

Although journalism reviews rarely spend much time analyzing the sports page, it is there, as much as anywhere else, that the average newspaper reader acquires his general world view and values. Indeed, surveys in the United States, Canada and Europe have repeatedly shown that roughly one third of the readership (and more than half of the *male* newspaper readership) reads little more than the sports pages. Some analysts have claimed that our modern pro football and hockey spectacles are becoming a modernized version of the Roman gladiator shows. A sort of bread and circuses for the masses. A new opium for the people.

Sports news never has really been much more than a bit of razzamatazz for promotional purposes, and the bribery of the media men by professional promoters has long been institutionalized. (In fact, listening to the sportscasters, it is impossible to differentiate them from sports promoters.) In his excellent book, *The Jocks*, the late Leonard Shecter remarks at one point that the so-called "Golden Age of Sport" in the '20s was a golden age of payola. He gives the example of Madison Square Garden impresario Tex Rickard who used to hand out \$100 bills to deserving sportswriters. And he says, if things are less "golden" for sportswriters these days, it is only because the team owners realized they could be had for virtually nothing. "To hell with the newspapermen," ex-Mets boss George Weiss used to say. "You can buy them with a steak."

In the March 5, 1932 issue of *Collier's* magazine, heavyweight boxing champ Gene Tunney wrote that he paid five per cent of his fight purses to newsmen for publicity. He said it was the custom of most fighters to do likewise. And it is still commonplace for promoters to "hire" newsmen to be their press agents, often without even the knowledge of the newspaper editors: "These situations do not enhance the standing of the newspapers allowing such practice, nor do they establish in the minds of their readers... (anything other than) the accusation of 'biased reporting.'" (From an editorial entitled "Newsmen and 'Side' Jobs" in *Editor and Publisher*.) Just before the 1964 Flint Open Golf Tourney, all out-of-state reporters were offered the use of a Buick to drive to the match. Most accepted. And, interestingly, the event was thereafter announced in AP news dispatches as the "Buick Open."



Secter points out that one reason reporters "easily become what are called 'house men'" is that those (very few) who occasionally tried to criticize a home team have suddenly found themselves out of a job. He cites various specific examples of this. Moreover, when he himself uncovered the fact that in the '50s about thirty per cent of the basketball players at St. John's never graduated, his paper, the *New York Post*, flatly refused to print the story. Announcer Phil Rizzuto told the *Daily News* that he does not "expect a guy to bite the hand that feeds him" (i.e., an announcer to knock his club), and so, too, may it be with newspapers and clubs.

Gelfand and Heath, who were former sportswriters, seem to have just discovered this mutually profitable symbiosis. They insist: "Sports editors should not forget that the more people they lead into athletic activity, the more avid readers they recruit." And Malcolm Mallette, associate director of the American Press Institute, adds: "Circulation managers say that about thirty per cent of the people who buy their papers do it primarily for the sports news." Such newspapers as the *Manchester Guardian*, which are supposedly against gambling, have not been loathe to carry point spreads and betting tips when they thought it would boost their circulation. Schecter

says that the wedding of media sports departments and sporting organizations has been so thoroughly consummated that the two are often "partners." "There is the real possibility," he adds, "that the newspaper needs the team more than the team needs the newspaper."

In the case of pro football, this gives the owners a free multimillion-dollar propaganda machine with an influential voice in twenty-four major cities and population centers in the country. Almost on cue they promote a merger, push legislation, attack an opponent of the league, justify ticket-price increases, trades, and rule changes, or generally create a cover for whatever dealings the owners may be plotting. There is no question as to which side of their bread the butter is on; the glamorous aura that surrounds the owners and management was created by this crucial segment of the press and news media. It is as premeditated and calculating as the star system was in the motion-picture industry.

National Football League Commissioner Pete Rozelle once remarked that "Whatever success the NFL has had is due, in no small measure, to the wholehearted support it has received through the years from newspapermen, radio announcers and commentators, and, more recently, television announcers and commentators." Over the years one of the newspapers most friendly to the sports establishment has been the *New York Daily News*, America's largest-selling paper. The *Daily News* is also the long-time owner of television station WPIX, which has televised New York Yankee baseball for as long as I can remember (and now televises the New York Nets basketball games as well). Thanks in part to sympathetic news coverage in the *Daily News*, the Yanks and Nets can draw big TV audiences on WPIX, which can then raise its advertising rates for the games. Which means more money in the bank for the *Daily News*. This is not to say that the *Daily News* doesn't treat the Mets and Knicks every bit as good as the Yanks and Nets. After all, the paper's main sports "interest" is not its WPIX ad revenue, but its daily circulation of around a million, including people it has trained to be good "fans" (and hence good readers of the *News* sports pages).

The TV commentators are not far behind: "In recent years, the trend has been toward the professional team selling radio and TV rights to a network, and in the process, having the privilege of selecting the announcers. The result has been the 'All-America' announcer phenomenon (who, they say, is a 'rooter,' not a reporter) which, subtly or otherwise, promotes the home team and frequently reminds the listener to get his tickets for the next home game. (Gelfand and Heath, op. cit.)

"I'm a house man," sportscaster and catcher Joe Garagiola reportedly used to say. "That's what they're paying me to be." Phil Rizzuto, former all-star short-stop and now announcer for the New York Yankees, was asked by the *New York Daily News* how he feels when he hears reports that announcers are just shills for the teams they work for. "That's a lot of garbage," said the enthusiastic announcer. "I don't deny that I try to make the Yankees sound interesting... (and) they do play many exciting games and they do have some excellent



ballplayers... Sure I root for them, but what's wrong with that? I don't go out of my way to knock the Yankees, but what about these writers who knock the announcers? Do you ever hear them knock the paper they write for? (Or the paper's advertisers, we might add.)

But neither has the relationship between sports-casters and advertisers been anything other than loving. It wasn't so long ago that every time a home run sailed out of the park, the announcer would come on to tell you that the batter had hit a "Ballantine Blast," or a "White Owl Wallop," or a "Case of Wheaties," or a "Case of Lucky Strikes," or whatever the sponsor happened to be that day. (Finally, amidst a chorus of protest — none of which came from sports-casters — the baseball commissioner had to remind his announcer jocks that, from now on "a home run will be called a home run.") Schecter points out that sports and TV "have become so inextricably entwined that sports are television and television is sports."

An article in the *Financial Post* of November 11, 1967, quoted John Bassett, publisher of the defunct Toronto *Telegram*, owner of the Toronto Argonauts and chairman of Maple Leaf Gardens: "You must educate your audience and merchandise your product, and this can be done through television." A similar story revealed that the Montreal Expos were producing a series of half-hour TV shows to "educate" their future fans, and they quote one club official: "We are particularly interested in attracting young people — high school and university students, for example — to ensure fans for the future." (*Financial Post*, March 1, 1969.)

Of course, we should not delude ourselves that it is all a case of greedy promoters "using" the media. If anything, the symbiosis cuts mainly the other way. Schecter remarks, "Television buys sports. Television supports sports... So, slowly at first, but inevitably, television tells sports what to do. It is sports and runs them the way it does most other things, more flamboyantly than honestly."

In 1964, CBS outbid its rival networks for the rights to televise National Football League games, and it seemed it would be beating NBC in the battle for Sunday afternoon viewers for years to come. So NBC "created" the American Football League. The AFL at that point was mainly a collection of inexperienced younger players and NFL discards, who seemed to be unable to play defense. Fumbles flew off in all directions. Their games often resembled comedy more than football. But NBC knew a shrewd investment when they saw one. They paid the AFL owners \$38 million for a five-year TV contract, (compared with the just under \$9 million ABC had paid for the AFL's previous five-year contract), and this was the money the new league used to battle the old for the pick of the most promising rookies. "We couldn't have competed," said AFL Commissioner Joe Foss, "without television." And sure enough, with NBC putting up a good part of the bankroll, the new league became almost as strong as the old, and NBC had a valuable product on its hands.

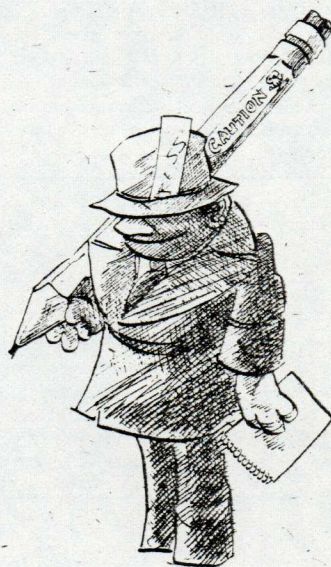
"If you don't watch these TV people," says former Boston Celtics basketball coach Bill Russell, "they will devour you. First they ask you to call time-outs so they can get in their commercials. Then they tell you when to call them. Then they want to get into the locker room at half time. Then more and more. If you don't put on the brakes, they'll tell you when to play." (Of course Russell made these statements five years ago. Now television does tell sports teams when to play — for example, we have ABC's \$7.5 million schedule of Monday night pro football.)

There has been a lot of hullabaloo about TV breaking up games to get in commercials. The TV people have always denied it. However, in May,

1967, pro soccer referee Peter Rhodes admitted that he was required to wear an electronic beeper on his shoulder, and when the network (CBS) signaled, he had to signal an "injury," thus allowing time for a commercial. In her autobiography, Nancy Greene talks about how the schedule of the Olympic Games tended to be divided to suit the convenience of the TV boys.

But television controls not just when games are played, but whether they are played at all, and how they are played. Simply by giving coverage to some sports rather than others, TV can help ensure that those will be the popular ones. Pro football, to take one example, struggled along as a sort of freak show of overgrown collegians until TV "created" it as a sport in the militarized era of the Cold War. In some recent football All-Star games, TV is said to have "prohibited" red-dogging the quarterback, in order to give the viewing audience a more wide open spectacle.

Schecter says the main reason the Milwaukee Braves were willing to go through the tremendous



hassles of moving to Atlanta was that it was a much more lucrative TV market. Similarly, improved TV subsidies were said to be the reason the National Hockey League expanded from six to twelve teams. It was television that uncovered pro soccer from the American sandlots and gave it national coverage. Without TV, "sports" like the roller derby and professional wrestling could not have survived. And it was ABC television — that most patriotic of networks — that concocted its own heavyweight championship elimination tournament to fill the "vacant" throne of Muhammed Ali.

Lately ABC has come up with its own new-and-improved brand of hip sports promoter in Howard Cosell, a man whose supposed "tell-it-like-it-is" commentary on sports telecasts does not prevent him from ballyhooing and promoting the ritual with every second word. It reminds you very much of the "damning" critiques of jockery by men like Jim Bouton and John Sample who, if you read their books, turn out to accept 99.9 per cent of the jock mythology. Not surprisingly, after his hotly debated, but cream-puff, critiques of major league baseball, Bouton, too, had little trouble landing himself a network TV sports job, with ABC in New York no less.

In 1970, Bernie Parrish noted: "Chrysler alone spent more than \$13 million to sell their cars to pro football's selective audience of 18-49 age-group males in the wholesome setting provided by pro football." But, since the spectacular costs of sponsoring the games are worth it in terms of

reaching the most lucrative buying markets, these huge sponsorship costs become one more barrier a smaller company would have to surmount in order to stay in business. In this way, the huge scale of the burgeoning sports-TV business acts as a tremendous stimulant to the growth of monopoly in American business generally.

The amounts of money changing hands in all this are simply staggering. CBS is paying out about \$25 million a year for rights to televise pro football. And they more than get it back from the advertisers. At last count, advertising costs for sponsors of the Super Bowl were approaching \$200,000 for a minute of commercial time! Of course, only the biggest corporations in America can afford the costs. The automobile corporations in America are high on the list (using "manhood" to sell cars).

John Galbraith, in his book *The New Industrial State*, has perceptively noted: "The industrial system is profoundly dependent on commercial television and could not exist in its present form without it." This certainly is true for the modern mammoth sports industry. But the reverse is to some extent true as well: It is doubtful if commercial television could have grown as fast, or could exist in its present form, without the sports industry.

In his treatise on "The Long Range Effects of TV and Other Factors on Sports Attendance," Jerry N. Jordan cites research proving that, "sports-minded people, because of their great interest in competitive games, were among the first to buy television sets." TV companies were advertising such things as, "Your TV set is your ticket on the fifty-yard line," or "Enjoy the game in comfort in your home regardless of the weather," and so on. He notes that in 1948, the first year that television sets were being mass produced, the percentage of TV time devoted to sports was sometimes as high as thirty-five per cent, and over the year averaged sixteen per cent. Even now the most common plug for color TV buying is the suggestion that you can see the game in color. Similarly, both pro sports owners and pay-TV companies are hoping sports can usher in the new super-gravy era of pay TV and profits for them both.

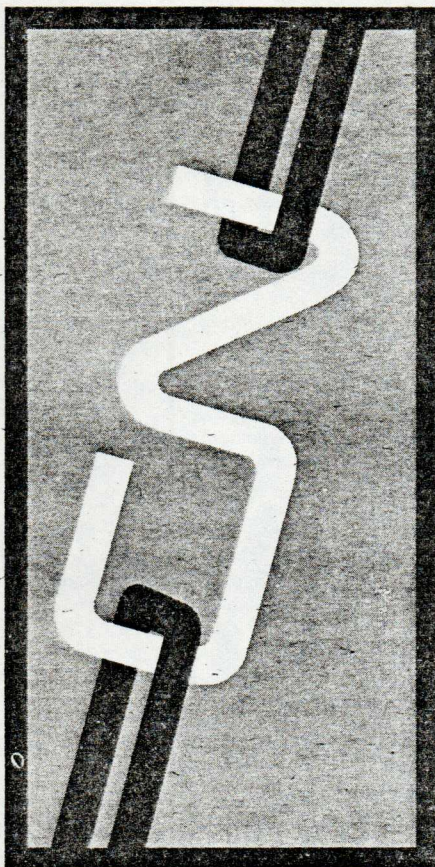
So the general rule is that television needs sports almost as much as sports needs television. In the era of monopoly capitalism both have the function of stimulating hyperconsumption and fronting for the mass advertiser, from who both industries ultimately get most of their financial backing and, therefore, by whom they are ultimately controlled. (It should be pointed out that these advertising costs are added on to the price of consumer goods, so that ultimately the working class is forced to pay the price of its own brainwashing.)

Monopoly capitalism needs monopoly capitalist sports and vice versa. The material conditions that create the one also create the other.

As we have shown, sports watching helps to develop the sort of passive, acquisitive stance that favors escape or pseudo satisfaction through consumption generally. If a guy is dumb enough to identify with a ball team, why not with a brand-name beer. ("Baseball and Ballantine. Baseball and Ballantine...") is the little jingle that started all New York Yankee baseball telecasts for many years.) And if a guy is desperate enough to look for his manhood in a ball park, why not in a department store? Sports machismo is good business. If you can keep the guys hustling after the brass ring of "manliness," you can sell them everything from "a man's deodorant" to "sports cars with drive."

In the final analysis, all this is based not on any special idiocy of the sports world, not even on any special deviousness of mass advertisers, but on the social relations of capitalist production itself. A guy who has to look for his humanity identify-





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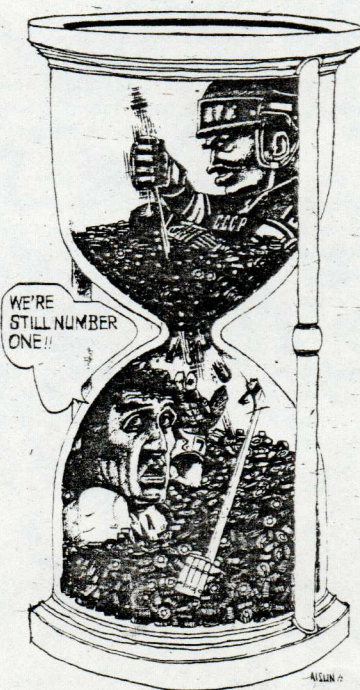
ing with the super-masculine menials of his team obviously is not one who's engaged in creative decision-making and control of work he can really believe in. Turned into a cog on a job he does not believe in, with a woman whom the system has turned into another cog — or even worse a housewife — his sex life is not likely to be all that great either.

So he chases his manhood — or the illusion of it — where he may, more or less like a hungry mouse in a maze. The success of sports promoters, or promoters generally, is based not on their ability to inculcate "false" needs in people (as Marcuse, for one, seems to believe), but on their ability to turn genuine needs, which the capitalist system cannot satisfy, into vehicles for selling their products.

A good example of this is the commercial often heard during pro football games for Tijuana Smalls cigars — a jingle repeats again and again "With Tijuana Smalls, you know who you are, you know who you are." The point is that the average fan does *not* know who he is. This system has turned him into a cipher, and in the back of his mind he knows it. Until there's workers' control over industrial production, and until that production is reoriented toward serving unmanipulated human needs rather than the accumulation of profits, people will continue to seek their humanity in commodities.

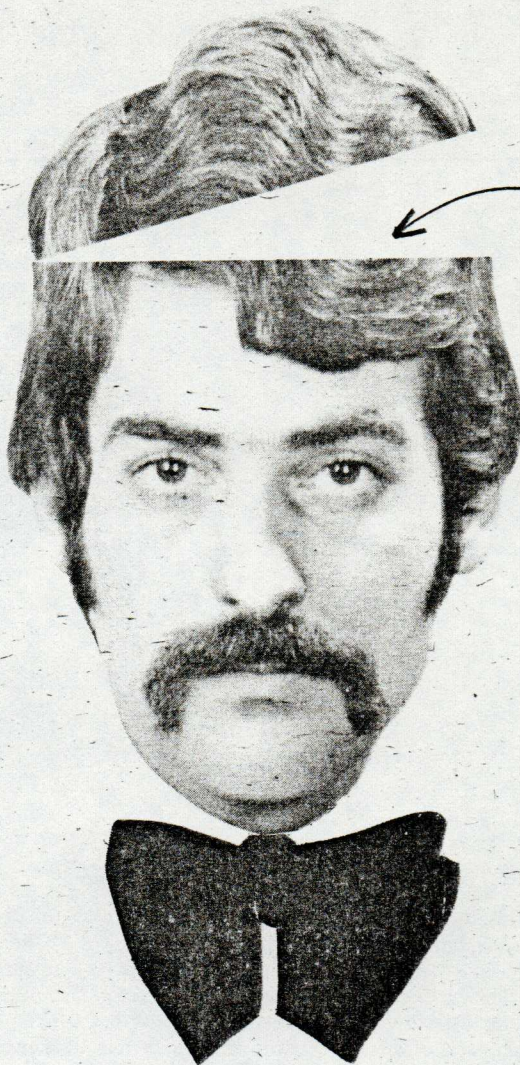
*Paul Hoch is a humanities professor at Montreal's Dawson College and a former contributor to the Insight page of the Toronto Star. He is the author of the recently released book Rip Off The Big Game (Doubleday Anchor, 1973) on the political sociology of sport.*

*Cover illustration by Montreal freelancer Suzanne Lebensold. Others by Terry Mosher, drawn from his new book, Aislin: 150 Caricatures, and by Don Hawkes of Ryerson Polytechnical Institute.*



*Content, for Canadian Journalists, is published monthly by Content Publishing, Suite 404, 1411 Crescent St., Montreal 107, P.Q. Second class mail, registration number 2501. Return postage guaranteed.*





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# WILL YOU BE AT MEDIA 74?

Media 74, the fourth national conference of journalists and related media folk, is only three months away. April 26-28 in Moncton, to be precise.

The steering committee, now being expanded, has sorted out most of the logistical affairs and a formal program is being devised. Hopefully, the operating agenda will be ready for publication in the February issue of *Content*.

The three-day weekend conference will be held at Canadian National's new Hotel Beausejour in Moncton, a city readily accessible by air, train, bus and automobile. Indeed, CN is considering laying on a special car from Toronto which would pick up delegates at convenient stops en route. And the Media 74 steering committee is considering other forms of transportation assistance, though it is hoped that most papers and stations will recognize the merits of the conference to underwrite staffers' expenses.

The current steering committee, mandated at Media 73 in Winnipeg last April, consists of Dick MacDonald, *Content*; Robert Rupert, recently of The Newspaper Guild; T.J. Scanlon, Carleton University; and David Waters, Montreal *Star* and Quebec Press Council. It is expected that the committee will grow to include working members from the Media Club of Canada, the Federation of Press Clubs, and La fédération professionnelle des journalistes du Québec. And already several Maritime journalists have indicated their willingness to help with

the basic planning, in addition to program organization.

The conference will have simultaneous translation facilities. MacDonald has been investigating financial assistance possibilities for interpretation with the New Brunswick government and Global TV's Peter Desbarats has been inquiring of the secretary of state's department, which has given grants for previous conferences.

The City of Moncton plans to offer a wel-

come to delegates and the Moncton Men's Press Club, a block from the hotel, is hoping to have its annual Air Canada seafood evening coincide with Media 74.

Several resolutions presented at Media 73 in Winnipeg are being worked on by the steering committee, for further discussion in Moncton; namely, a consolidated version of a statement on ethics; a sub-group to investigate sources of funding from public and private sectors; and workshops dealing with women and sex discrimination in the media, and worker control.

One program highlight already confirmed — though all participants have not yet been selected — is a panel discussion on the nature of Maritime media; i.e., concentration and its parallels elsewhere in Canada. Robert Campbell and Russell Hunt, editors of the defunct *Mysterious East* and co-author of a book on industrialist and media magnate K.C. Irving, have agreed to speak; others are being invited.

Forthcoming issues of *Content* will carry up-to-date information on Media 74; hopefully the April issue will appear in English and French, containing working papers for the conference.

Readers interested in attending are urged to submit their registration forms as soon as possible, to help the steering committee in its planning. Fee is \$15, which will cover administration costs. Clip the form below and send it to: Media 74, Suite 404, 1411 Crescent St., Montreal 107, P.Q.

## MEDIA 74

### REGISTRATION INSCRIPTION

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UN COLLOQUE DE JOURNALISTES  
MONCTON  
APRIL 26-28 AVRIL  
1974

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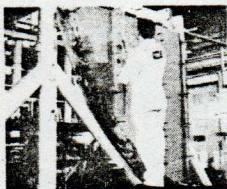
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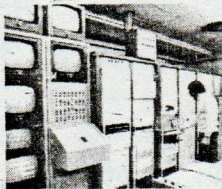
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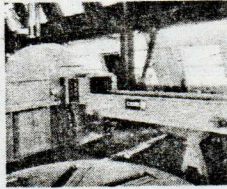
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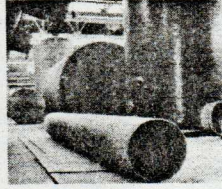
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# DATELINE: U.S.S.R.

by DAVID LEVY

Soviet journalists are a cocky bunch. Their official working passes, complete with mug shot and stamp, are powerful equalizers in their pockets. Snapped open for display to a policeman who stops them on some petty traffic infraction, it draws an immediate apology. For who knows? Perhaps that very day the journalist is out gathering material for an investigative report which will pose the stentorian question: Why does our militia bully people around for minor offenses while it looks the other way on major ones? The journalist can name names without fear of libel suits, for once an accusation has appeared in the Soviet press it automatically becomes indisputable fact.

The visit of a Soviet journalist to a factory can cause the same consternation as the visit of the inspector-general in Gogol's famous comedy of the name. The Soviet press is "a mighty weapon" of the regime, so said Stalin, uncovering abuse and corruption, bungling and inefficiency, cussedness and crime.

As everyone knows, getting a taxi to take you where you want to go in Moscow is invariably a drama. If the driver you hail stops in the first place, instead of you telling him where you want to go, he asks you first. If it suits his particular plan and convenience, he will take you. If not, he will say "Nyet", then pause a moment, allowing you either to offer, say, a straight three rubles (maybe treble the fare) or ask "skolko vam nado?" — how much do you want?

Don't take my word for it, although I have gone through this drill many times. Just read the investigative report on same in *Literary Gazette* last fall, where a team of Soviet reporters stood around on Moscow's new, modern thoroughfare, Kalinin Prospekt, hailing taxis. What everyone knew for many years was all set out in print soon afterward. Only a small minority of taxi drivers actually accepted passengers without question, without bargaining.

Why the taxi drivers act that way is another matter, and so far an unmentionable one. Until the government decides to raise the ridiculously low fares and raise the drivers' pitifully low wages, no Soviet reporter may take it on himself to investigate the plight of taxi drivers. The myth that they are contented citizens must be maintained.

As Alexander Solzhenitsyn pointed out in his famous letter to the regime in May, 1967, excoriating its censorship of all published material, the whole of Soviet public life is polarized between that which is "mozno", or permissible, and that which is "nelzya", or impermissible.

So it is with the life of a Soviet journalist. They live in a world where everything is just fine except those things they are sicced on to for investigation by the Central Committee of the Communist Party, of which the editors of all the main newspapers and journals are members.

They may not, for example, write about conditions in Soviet prisons, still less call for more humane treatment of those in labor camps and more lenient treatment of those who, having served their sentences, are banished from big cities and are circumscribed in other ways, such that the punishment goes on and on. They may not write about actual conditions in the Soviet army, about abortion which, though legal, must remain unmentionable lest it be implied that

Soviet society is immoral.

There is, in fact, a list of proscribed subjects which no foreigner has yet seen but whose contents can be easily deduced from diligent reading of the Soviet press.

This being the name of the game for Soviet journalists, picture the position of the foreign correspondent in Moscow. May he visit a Soviet prison impromptu? May he drop into a hospital and quiz the staff and patients about abortion? May he go to the headquarters of the taxi drivers and listen there to their beefs? May he follow up on a tip given him by a Soviet friend about stealing that is going on in a store?

This is absolutely out of the question. In the first place, a law of 1947 requires all interviews between foreigners and Soviet citizens and representatives of Soviet institutions to be arranged through the foreign ministry's press department. This law was invoked in early 1968 to scare foreign correspondents from attending an unofficial, and therefore illegal, newsconference held by a sympathizer of the two authors, Sinyavsky and Daniel. These unfortunates had been sentenced to five and seven years respectively for publishing allegedly anti-Soviet books abroad under pseudonyms. The scare worked. A Reuters correspondent, recalling that bleak and freezing day, recently told me in Moscow: "You bet I stayed away. Do you think I wanted to be bounced out of Moscow for good?"

I do not blame him. While some western correspondents are doing quite well in their careers after having been expelled from Moscow (which means they can never return), others are not. William Cole, who in 1970 clandestinely filmed interviews with Soviet dissidents as correspondent for CBS, which were broadcast with great publicity and promotion, was expelled by the Soviet foreign ministry and was soon after laid off by CBS for his pains. Bill now lives in a sixth floor garret in Paris's Latin Quarter, eking out a living as a freelancer while being squeezed out of France by runaway inflation.

John Dornberg, Anatole Shub, David Bonavia, Per Emil Hegge, are doing better, but as Soviet affairs experts they have a lifelong strike against them in the eyes of editors who value the Moscow dateline, as most of them do. Of the two Canadians who have suffered expulsion from Moscow, Aaron Einfrank, formerly of the *Toronto Telegram*, is very much in limbo, while Peter Worthington, who was expelled not for his reporting but for his personal involvement with a female Soviet citizen who defected, wages war against the Soviet Union from the pages of the *Toronto Sun*. The way that Soviet society is evolving today, all these people inevitably soon lose touch.

The only real reporting which can be done by foreigners in the Soviet Union is interpretative reporting. With so much investigative reporting of "mozno" subjects being done by Soviet reporters, much bad news, which is what the lion's share of western reporting is all about, is available in the Soviet press. By clever writing, even sitting in Toronto, a journalist can read all about it in Soviet papers (freely obtainable here on subscription and in a few news-stands) and write about it such as to give the impression he was there. Soviet investigative reporting is very prolix and detailed, with lots of sarcasm, innuendo, ridicule

and outright savagery.

But this is only pseudo-investigative reporting. A foreign correspondent in Moscow may not visit the factory rife with corruption that has been exposed in the pages of a Soviet to find out for himself what had been going on. Once the story has appeared in the Soviet press, that's the true facts, as far as the Soviet foreign ministry, to whom he would have to apply for permission to visit the factory in question, is concerned.

From long association with Soviet friends, a foreigner, if he speaks Russian, learns a great deal about what goes on in the Soviet Union that is never written about in the press. But he cannot quote his sources. As it is, his Soviet friends run a serious potential risk in the first place, it being assumed that they let a lot of cats out of the bag in their conversations with foreigners. It is part of Soviet folklore that though the regime may be lenient today, you never know who will be in

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power when you wake up tomorrow. Government decision-making—in fact, virtually all decision-making in the Soviet Union—is a secret business. The very process of government itself, the making and breaking of men in power, is as remote from Soviet citizens at large as what goes on in the boardroom of General Motors is to you and me. Remote but all-powerful, the Soviet government is also unpredictable and potentially dangerous in the minds of its citizens who hobnob with foreigners. For jingoists, it is benign and beneficent, assuring them of job security and security from foreign attack. But for those who picture themselves as living in the world at large, it is the potential enemy.

A foreign correspondent meets plenty of jingoists under official auspices. If he also reads the press, watches television, listens to radio and goes to the theatre and movies, he will readily see how faithfully the jingoists echo all that he has seen and heard in those media. Last summer, the *Globe and Mail* printed an article by Soviet foreign correspondent Alexander Druzhinin, heading it "A Russian View of Canada's Policy." It was a pristine example of programmed Russian fine-phrase mongering. I counted twenty-nine standard Soviet political phrases in the text, so familiar to me that I could instantly give the Russian unvarying equivalent. None of my unofficial Soviet friends and acquaintances talk like that except in jest. None of them, therefore, would have Mr. Druzhinin's job either. But if I were to quote them, still less get them to write an article and smuggle it out to the *Globe and Mail*, they would stand a very good chance of losing the jobs they even have. And if Leonid Brezhnev were toppled tomorrow by someone else, they might even suffer far worse.

But these facts of life are largely forgotten by western editors. By publishing straight Soviet material, including handout articles by the Soviet



feature agency Novosti, they mistake the official for the real. Much of this material is fair enough, but much of it is spurious, too. Some time ago, a Novosti article told of the traditional Russian Tea Room in Moscow's Metropole Hotel, giving to understand that ordinary Russians still enjoy their traditions there. What it did not tell readers is that payment in that establishment is only for foreign hard currency which effectively excludes the ordinary ruble Russian from it. Not only that, but none of my unofficial Russian friends would go there with me for fear of being seen and marked out as a "valyutchik"—a dealer in foreign currency, which means jail.

Both for western editors and foreign correspondents in Moscow, the wary and critical eye is essential in publishing and reporting Soviet life. This takes long experience and training, not only in the Russian language but in Russian history and culture. Much of what seems abhorrent to us in Soviet life is historically explainable, so that to criticize need not be to condemn. The essential task in reporting from Moscow, with its watertight circumscription of the correspondent's life and activities, is to interpret.

For example, I can flatly state that nationalistic, anti-Soviet sentiment is rife in the Soviet Union, not only among the non-Russian Soviets, who comprise some forty-nine per cent of the Soviet population, but among the Russians themselves who have entered another phase of the ancient phenomenon of Slavophilism—spurning western thinking and falling back on themselves as the arbiters of what is good for their country. I can flatly state this, without fear of expulsion, because in a front-page *Pravda* editorial on April 5, 1973, entitled "The International Upbringing of Youth," the following appeared: "We must not lose sight of the fact that nationalistic prejudice is an extraordinarily live phenomenon, obstinately clinging on in people's psychology, those insufficiently mature politically." The editorial went on to exhort party members "to develop irreconcilable attitudes to any kind of manifestation of nationalistic hostility, isolationism or conceit, and to bring up patriots able to rebuff views and customs foreign to socialist ideology and morals."

It would be impossible for me to check it all out, but from that *Pravda* editorial alone I know that nationalism is a sufficiently serious problem for *Pravda* to warn against it, and that means very serious indeed. Such pronouncements on such a theme as this one is very much in the nature of a last resort.

From the unofficial grapevine, I know, for instance, that in several Lithuanian cities in May, 1972, some young Lithuanians set fire to themselves and perished, Jan-Palech-style, protesting alleged Russification of Lithuania. This was never published in the Soviet press, but I know it to be true though I must not tell you how I know. However, the serious disorders that accompanied the self-immolations turned up in the Soviet press in the form of a report of the trial of those arrested. (No foreigner ever attends a Soviet political trial). The report spoke of the prisoners as "misguided hooligans" and announced astonishingly light sentences as having been handed down. Instantly, knowing as I do the generally Draconian treatment handed out for public disorders of any kind in the Soviet Union, I perceived that a major turn in Kremlin policy had come about. It had obviously been decided that to deal harshly with the Lithuanian nationalists would only exacerbate nationalistic feeling among Lithuanians at large. Lenient treatment also robbed Lithuanians abroad of a chance to gain world attention for their cause, which they generally have very little success in doing.

All of which makes me quite sure that nationalism is a real problem in the Soviet Union, though I cannot investigate it in the normal way western reporters investigate social and political problems elsewhere. It means that when I recently spoke to a Russian taxi driver who turned out to be a rabid Russian nationalist, anti-Semitic too among other things, I know he is for real, that he is representative of an important segment of the population. I also know that the Soviet government sees itself as being plagued by these people who have not yet seen the Communist light.

I also quote unofficial Soviets to official Soviets I meet, to get their reaction. The reaction of one official Soviet to my quoting the nationalistic Russian taxi driver, who extolled Ivan the Terrible, Peter the Great and Stalin as the only true heroes, was: "That man has the mind of a slave." From this, I perceive that just because a Soviet is official, he is not necessarily benighted. On the contrary, I have found some very fine minds among them, and I constantly find myself marveling at the Soviet system which, despite its ludicrous shortcomings, is able nonetheless to produce better leaders than we are. Western politicians and businessmen who meet Leonid Brezhnev and Alexei Kosygin are consistently struck by their brains, ability and acumen.

These western businessmen and politicians, incidentally, are our only sources of surrogate contact with Soviet leaders who do not receive or talk to us. Last year, at the French Embassy's Bastille Day garden party, I was able to chat with Politburo Member and Minister of Agriculture Dmitri Polyansky briefly, but not about the Politburo or about Soviet agriculture. Any attempt on my part to do so would have been gross impropriety and would have yielded nothing but trouble for me.

I also spoke to the minister of culture, Yekaterina Furtseva, on the same occasion, but in this instance it was on her initiative. She wished to talk to me about my writings on the Soviet Jewish emigration to Israel, a part of which had, unfortunately for me in the West, given the Kremlin some comfort. This was a once-in-a-lifetime chance for me to talk in real terms with a Soviet leader, candidly. But she told me nothing except that by writing objectively about the Soviet Jewish emigration, I was a man living ahead of my time. As a Moscow correspondent, this is an apt description while editors continue to demand investigative reporting and are suspicious of the interpretative kind.

*David Levy is back in Moscow, stringing for the Montreal Star and NBC Radio, and freelancing generally. He has spent nearly eight years in the U.S.S.R., first establishing a CBC bureau.*



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# EDITORIALS: FEELING THE PULSE?

by TOM DAVEY

Editorials are the heartbeat of any publication. Be it a newspaper, magazine or any other paper, the quickest way to take its pulse is to read its editorial pages.

True, there is often more sustenance in other areas of the journal. Some papers are extremely good in their features, others have a brilliant reportorial style which shows up in its news coverage. Others enhance the written word by imaginative graphics. But, the editorial remains the heartbeat on the publication. Without editorials it could take several weeks of reading newspapers or magazines before one ascertains the intellectual maturity of the writing staff.

Recently, I drove almost 2,000 miles through the United States. Everywhere I stopped, I bought the local daily paper. The results confirmed my belief that there is no quicker way to find the editorial stance of a publication than by reading the editorial columns. No other way can you so quickly find out if the paper is an ultra-conservative, radical, liberal, or intellectually mature. No other way can you find out if the paper is alert to the complexities and subtleties of our daily life. It is also the finest indication of the paper's ethics. Few things are as revealing as the paper's comment and analysis of a complicated situation.

Editorial writing, particularly in smaller publications, also provides the finest opportunity for courageous journalism. It also just as surely reveals the gutless practitioners in the writing game. To my mind, writing editorials also is the most interesting area of journalism. Where else can you market your indignation so lucratively?

In other areas of writing, many skills are needed and these can often be encouraged and developed with training. Articles dealing with technology and science for instance, need to be written with a cohesive, structured approach where the information is strategically outlined in a manner best calculated to inform the reader. In more generalized feature writing, an exciting subject often can permit the writer to write a highly interesting article merely by reflecting the brilliance of his subject.

But there are no such props to sustain the editorial writer. Unlike other writing areas, technique cannot sustain a poorly thought-out editorial, and its weakness will become glaringly apparent in the editorial page. For, unlike feature writing, the editorial writer's inadequacies cannot be hidden by the reflected brilliance of the subject. It is easy to shine when interviewing highly interesting and controversial figures such as Marshall McLuhan, Prince Philip, Malcolm Muggeridge or John Kenneth Galbraith. I found it easy to turn in good copy on these highly interesting personalities.

But when one editorializes about the nation's philosophies, or attempts to define, or minimize, the academic relevance of a new discovery, it is then the editorial writer's capabilities are revealed naked. If he or she is an idiot, the fact that his idiocy is compressed in 600 words will make his failure most apparent.

How about opportunities to editorialize on topics of great social significance? I think they abound. Business magazine editors, in particular, have tremendous opportunity to develop relevant stories of social significance. This tendency has

been accelerated because of the complexities of the modern world. Often reporters on dailies deal in generalities rather than specifics and it is very easy for them to completely miss the significance of a new development.

There is a disturbing tendency, too, on daily newspapers, to plug into the authorized news sources such as Parliaments, city halls and councils. I call this the "plug-in" syndrome. For example, three years ago, I did a jointly authored piece called "Pipes Before People." This was not only an exposé of an illegal practice whereby corrosion chemicals were added to drinking water, it also provided a detailed background to the practice and some of the potential hazards. In fact, the National Research Council commended the article and more than one health ministry official used it in his work. Eventually litigation followed, banning the practice.

When a copy was first sent to the Toronto papers, the subject was completely ignored. Yet, when a North York politician called a press conference on it, the story suddenly assumed great relevance and it was splashed on the front page of the *Telegram* and got national television coverage. On TV, the politician looked the camera squarely in its glass eye and denounced the practice of adding corrosion inhibitors to drinking water. He then averted his gaze and proceeded to

quote verbatim from our story, without crediting the source.

I find this rather amusing that a story, literally handed to the media with an explanatory text, was totally ignored. Yet as soon as a man — completely without qualifications in this area — put his official seal on it, the story suddenly had great relevance for the media. The "plug-in" syndrome was at work, you see.

The *Toronto Star* displayed a myopia in inverse proportion to its size. It virtually ignored the story for months. Not until the Toronto Labor Trades Council reprinted part of our article in its newsletter did the giant awake with a start. In a splendidly indignant editorial, the *Star* warned "Hands Off Our Water." It then quoted verbatim chunks from our article without credit, then profusely thanked the Labor Trades Council for drawing public attention to the most important matter! It was so important that the *Star* had ignored the same story months earlier. But when the Labor Trades Council published the story they quickly and happily "plugged-in." But, there again this is not the first case of Big Paper Myopia.

Somewhere along the line a snob element has crept in. Because they work for large, well-respected organizations, there has developed an unfounded assumption on the part of many daily journalists that only those with large talents can

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work for large papers. The reverse is so often true.

It is as though a seaman on the Queen Elizabeth has an imagined superiority over the captain of a small sailing boat which nevertheless can navigate quite stormy seas with a small, effective crew. I think the analogy is apt. There are some business magazine editors and editorial writers on small Canadian dailies and weeklies who are more stylish writers than many of their colleagues on the large dailies. But people with myopia never are impressed with what they cannot see.

Vigorous comment, however, demands painstaking research. Editorial writers should always make sure of their facts and be in a position to

stand by them. Remember what General Patton said: "The object in war is not to die for your country — but to make sure the other bastard dies for his!" A good axiom for editorial writers!

*Tom Davey is communications manager for the Proctor and Redfern Group. He has worked in media in England, Australia and Canada and in 1970 received the J.H. Neal Award from the American Business Press for a series of editorials satirizing U.S. pollution efforts, the first writer outside the United States to win the prize. The preceding article is condensed from a paper given at a seminar of Southam Business Publications.*

## FROM THE EDITOR

For only the second time in the history of *Content*, we're combining two issue in one — January and February. It's due partly to the tardiness of the postal system in getting the December issue to you; partly to the late arrival of editorial and advertising material. We still think you're getting your money's worth.

And speaking of money: During the past couple of months, and from now until the Spring, we'll be sending invoices to those of you who haven't paid your renewal, or still haven't formally subscribed. (Surprisingly, there are a few of the latter.) We're talking of a paltry \$5 per year. Most readers spend more than that on an average lunch.

*Content* may not satisfy the stomach. But we hope it will provoke the mind a bit. We think we all have to do more thinking about this business of journalism and media . . . and *Content* is one inexpensive way of participating.

So, when you get your invoice, why not whip out the pen and write a cheque. *Content* will continue to publish without interruption . . . and you'll continue to receive it in the same manner.

—Dick MacDonald, Editor

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# LETTERS

## ANSWERING DAVEY

Editor:

As a comparative newcomer to the organization, I have become a self-appointed defender of Thomson Newspapers against Senator Keith Davey. But someone should answer the snide sneer of the Senate and I, for one, have had a bellyful of cracks like "The Thomson chain, predictably has done nothing about its sub-standard product, except hire John Harbron as its syndicated foreign affairs analyst," his reference to us in the December issue.

I think what disturbs me most about Senator Davey is not that he has a distorted view of Thomson, but that he had the opportunity, with his mass media committee, to ascertain the facts, and that having spent a suitcaseful of public funds (some of them mine) to find the truth, he is still peddling fiction.

Canada has its share of bad newspapers, and some of them are ours, but to blame an organization for the failings of individual members is like holding a father responsible for his son's arrest as a drunken driver. What seems to bug Senator Davey is that the Thomson newspapers he sees don't look like the *Globe and Mail*. What apparently escapes him is that if they did — in the case of the Ontario papers, at least — their life expectancy would be terribly short.

Except in the remote boondocks, there is no such thing today as a "one-paper town." The provincial daily, which is what Thomson newspapers are, is constantly menaced by home-delivered metropolitan dailies when it comes to circulation and constantly fighting shoppers, weeklies, radio stations and TV stations for the advertising revenue which is its lifeblood.

Thus, the provincial daily has to offer something its competitors can't, if only in order to survive. That's local news in detail. The metro daily hasn't the space for it and the weekly hasn't either space or stuff to provide that sort of coverage; both hit the high spots and ignore the nuts and bolts.

We have to provide provincial, national and international news, too, but there's no question as to our priorities. We'll line a good local story any day of the week over a fearfully important but fearfully dull story out of Ottawa . . . but you'll also find the Ottawa story on page one. If we filled our columns with New York Times back-grounders and rambling CP copy, we'd be cutting our own throats.

In the *Oshawa Times* we fill at least three, and often four, pages with local news daily, and sports and family adds anywhere from two to two and a half pages to that total. Senator Davey might care to compare local coverage in the *Globe and Mail* — which has perhaps ten times the editorial staff — with ours, and see how few good wire stories we've missed while we're at it. He might also be surprised to note that we have Ottawa and Toronto bureaus, both of which do a damned good job and rarely rely on government handouts.

As for that snotty reference about doing nothing to improve the product:

A little over five years ago I went to see St. Clair McCabe because a friend asked me to; I'd just quit another job, someone in Toronto was interested in me and Thomson's Toronto central office had been bugging my friend to get me to talk to them. I had plenty of time and no financial



worries for a while, and I made the appointment simply to get my pal off the hook.

I had my speech all ready; I was going to listen to them for five minutes and then say "Sorry, gentlemen, but you can't afford me."

McCabe wasted no time on preliminaries. As nearly as I can recall, his remarks were: "We have a lot of newspapers. We have the quantity. Now we want the quality. You're the kind of newspaperman we want." And he could have had me, right there, for thirty bucks a week.

There are things Thomson does which I'd do differently if I were calling the shots, and there are some policies I don't like. But show me a contented newspaperman and I'll show you a newsman who's shot his bolt . . . or is earning his salary under false pretences. I've never had reason to doubt McCabe's words, or to suspect that any of the three publishers for whom I've since worked ever wanted less than the best the news staff could produce.

It's too bad Senator Davey didn't last in the CFL. He seemed to know something about football.

Erik Watt,  
Managing Editor  
Oshawa Times

## THE MID-EAST

Editor:

I write in reference to an article in the December issue, by Mohammed Haroon Siddiqui, of the *Brandon Sun*.

The one glaring error in an article of this type was the failure to inquire of the Canadian media, which attempted to "cover" the Middle East story, what problems they faced. If he had conducted such an investigation, and it probably could have been done by mail, then Siddiqui's article would have been much more acceptable.

Military censorship existed in both Israel and Egypt. My first-hand experience in Israel showed that the censor was no problem; to Brian Nelson, of our Ottawa Bureau who went into Egypt at the time the Canadian forces arrived, it was an entirely different picture.

I do not propose to dwell on details, but it might be of service to our profession if someone, perhaps Siddiqui, followed up the article "Error by Omission in Mid-East Coverage?" to determine if indeed the messenger was to blame.

Sidney Margles  
CJAD, Montreal

## THE SLANTS

Editor:

Mohammed Haroon Siddiqui said many valid things in his report on the coverage by the press of Canada of the Yom Kippur or Ramadan War.

It is true that the press here, and in the U.S., gave more attention to reactions on the Israeli side than on the Egyptian or Syrian side. He scores, especially, when he says that the Arabs fought just as well on Ramadan as the Israelis did on Yom Kippur.

One major reason for this, as Siddiqui acknowledges, is the difficulty of getting information out of the Arab countries. As associate editor of the

Toronto *Telegram*, of blessed memory, I covered Israel and the Arab countries for seventeen years. Writing human interest stories from Israel was a breeze, but from the Arab countries there were all sorts of complications, from censorship to reluctance by officialdom to co-operate. Nonetheless, for a reporter who digs, it is possible to write off-beat stories even from Cairo, Amman and Beirut, as my book, *Both Sides Now*, attests.

I am amazed, however, that in his review of press coverage Siddiqui failed to note one exceptional outcropping in Canada during the October war — interpretive articles on the war by Dr. Ahmad Kadry, a Toronto physician and writer of Lebanese-Moslem extraction, and myself, a Toronto writer and rabbi. Our pieces appeared in the *Toronto Star* and the *Globe and Mail* under a double byline, triggering hate calls and some praise, but mostly the former.

The articles indicated that it is possible for Arab and Jew to look at the Middle East without an excess of astigmatism. They led to a dialogue between Kadry and myself on the lecture platform of the St. Lawrence Centre, sponsored by the United Nations Association. Kadry and I did not work as amateurs in experimental journalism; we were paid for our writing. Not to have included this development in a review of press coverage in Canada of the last Arab-Israeli war was a serious omission.

The Brandon city editor could not have been expected to cover all the bases. But this was an unusual one, and the unusual is news. N'est ce pas, Siddiqui? How about this error by omission?

Reuben Slonim  
Toronto

## SOURCES

Editor:

Although it may be a little late, I have a New Year's resolution which I would like to propose that the working journalists among your readers adopt.

It is this: "I, as a working journalist, will cite in full all public documents on which my written reports are based."

I know that this may strike you as being the sentiment of a typical librarian, but I wish to assure you that my concern is not for librarians but for readers. Let me itemize a familiar sequence of events for you.

1. A government (federal, provincial, municipal) spokesman convenes a press conference.

2. At the conference the spokesman often distributes a printed document.

3. The journalist hurriedly prepares a report for publication, quoting from the document, but not always providing information about its title or source.

4. When the news breaks, bookstores and libraries are deluged with calls from persons who must see the complete text. But booksellers and librarians do not go to press conferences. They often have no advance notice that an important document is about to appear. They often have no way of finding out what the title of the document is, or where it can be obtained, short of calling around government offices. Municipal documents are usually harder to track down than federal documents, so it is even more important that they should be fully cited.

To repeat, journalists can save their readers a lot of frustration and can help booksellers and librarians help their customers by setting down the author, title, price and source of any publica-

tion from any level of government on which their own reporting is based.

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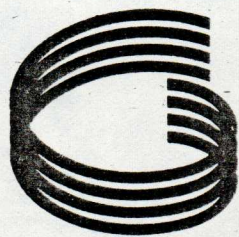
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Network**



Standard Broadcasting, the country's largest and richest radio concern, has a new president in H.T. (Mac) McCurdy. He succeeds Thornton Cran. McCurdy, 54, has been president of *CJAD*, Standard's main outlet in Montreal. Other holdings include *CJFM*, *CFRB* and *CKFM* in Toronto, Standard Broadcast Sales, Canadian SBS, a Muzak franchise, the Canadian Talent Library, and Standard Broadcast News. McCurdy, a Maritimer by birth, joined *CJAD* 28 years ago and built a reputation as a humane administrator and sensitive programmer — rare characteristics in the realm of private broadcasting.

Victor Malarek, formerly with the Montreal *Star* and now in media relations with the secretary of state's department, has received a Canada Council grant to help in the preparation of an autobiographical book on boys' homes and detention centres. Publication is tentatively set for next spring. . . . Stephen Rybak, also a former Montreal *Star* staffer and more recently with Maritime Command Headquarters in Halifax, now is an information officer with the Inland Waters Directorate of Environment Canada in Ottawa. He's replacing Wilf Bell, who has retired and is going to England. . . . The Canadian Community Newspapers Association has moved offices to 12 Shuter Street, Suite 304, Toronto. General manager of the CCNA, which represents 516 weeklies with a total circulation of 2.1 million, is Michael Walker.

Murray Goldblatt is working as editor of *International Perspectives*, a bimonthly journal of international affairs for the federal external affairs department. He's also a visiting associate professor in journalism at Carleton; Goldblatt used to be with the *Toronto Globe and Mail*. . . . Paul Audley is new executive director of the Independent Publishers Association. He previously was with Copp-Clark and McClelland and Stewart and recently has been a member of the research and policy staff of the Committee for an Independent Canada.

Jean-Charles D'Amour, publisher of the Trois-Rivieres *Le Nouvelliste*, has been named treasurer of the Quebec Press Council. Appointed president of the permanent study committee was Georges-Henri Dube, a Rimouski lawyer. And head of the program committee is David Waters, an associate editor of the Montreal *Star*. . . . Waters also is a member of the on-going steering committee for Media 74, set for Moncton April 26-28. See story and registration form elsewhere in this issue. You're urged to register soon, at the nominal fee of \$15. Subsequent issues of *Content* will elaborate on the conference's program. Media 74 will be fully bilingual, and will be getting down to some fairly specific topics, as contrasted with the abstract which has been a necessary feature of the first three media gatherings in Ottawa and Winnipeg.

Montreal will be seeing a new daily newspaper in February or March, a paper patterned somewhat after France's *Le Monde* both in editorial content and administrative structure. The chief

## miscellany

persons involved are the Parti Quebecois' Rene Levesque, Yves Michaud and Jacques Parizeau. Both Levesque and Michaud are journalists by profession with considerable reputations, and they've said the paper will not be a house organ for the PQ, which now forms the official opposition in Quebec's National Assembly. They've been hiring some of the province's most knowledgeable writers. There'll be stock participation by staff and journalists will have a greater say in policy than may be known anywhere in Canada.

Andrew Allan, 66, a pioneer of Canadian radio and television drama, died after a long illness. He created the CBC's radio *Stage* series and had started in radio in 1931 as actor, director and playwright. His plays introduced Tommy Tweed, Barry More, Christopher Plummer, Lorne Greene and Mavor Moore. . . . Willis Lumgair Clark, 76, a director and former president and editor of the Windsor *Star*, has died. He retired from the *Star* in 1969, and had spent nearly a half-century with the paper.

After months of negotiating and stalling, Quebec City's *Le Soleil* has been sold by the Gilbert family to Montreal publisher Jacques Francoeur. Rumored price was \$8 million. Premier Robert Bourassa had first intervened last August amid protest against the proposed purchase of *Le Soleil* by Paul Desmarais, chairman of Power Corp. and publisher of *La Presse* and other Quebec dailies. Union leaders, politicians and journalists had expressed concern over increasing concentration of ownership within Quebec's media. Francoeur has denied any hand in the deal by Desmarais, his former associate. He said financing was guaranteed by UniMedia Inc., a firm wholly owned by the Francoeur family. Now there's talk in Quebec of legislation to prevent or slow down the trend to concentrated ownership of media. Reeks of locking the door once the horse has trotted from the stable.

For those who have paid attention to journalism criticism in the United States, it may be of interest to learn that Ron Dorfman has left as editor of the *Chicago Journalism Review*. Dorfman was a reporter for Chicago's *American* when he helped found CJR in the wake of the 1968 Democratic national convention. The *Chicago Journalism Review* was one of the first journalism reviews in North America. It may not have revolutionized journalism in Chicago, but it has made the city a better place for journalists to work and it has consistently pricked consciences, or the lack thereof.

Communications Minister Gerard Pelletier told a data-processing seminar that the federal government is prepared to use coercive measures to ensure Canadian ownership of telecommunications and computer systems. Much the same sentiment had been expressed in Telecommission reports and by departments and agencies related to

the communications field. Pelletier seems to be taking it all a step further: "We will act by encouraging the industry to become more Canadian, but if prodding is not enough, we will not hesitate to take more stringent measures." While guidelines have not been established, Pelletier said they probably would be similar to those of radio and television, where there's an operative figure of 80 per cent.

Larry Zolf, who says he's a comedian or humorist or satirist and who's known to television audiences, had put together a book entitled *The Dance of the Dialectic* (117 pgs., \$2.95, James Lewis and Samuel). According to John Dafoe, the real hero, or villain, is not the prime minister but the Parliamentary Press Gallery and the story, such as it is, traces its relationship with Trudeau, which began as one-sided admiration, developed into mutual contempt and ended as a kind of wary co-existence. Dafoe says "it is not just an inside book for journalists but an invaluable primer for anyone who wants to know what really goes on in Ottawa. Much of it is funny, most of it is true, and the rest is close enough."

Winner of this year's Ortho Pharmaceutical award of \$1,000 — administered by the Canadian Science Writers Association, which met in Montreal this month — was Marilyn Dunlop of the *Toronto Star*. She wrote of a Canadian open-heart surgery team's triumphant visit to Hungary. Honorable mentions were given to Fabien Grohier of *Quebec Science* for a story on diet and to Heather Carswell of *Medical Post* for an essay on combatting genetic disease.

Toronto announcer and singer Donald Parrish is new president of the Association of Canadian Television and Radio Artists (ACTRA). Elected vice-presidents at the union's annual meeting were William Fulton of Halifax and Jack Gray of Toronto.

John Doyle has resigned as editor of the twice-weekly Williams Lake, B.C. *Tribune* to devote full time to freelancing. . . . Calgary will have a Sunday newspaper in late February. Called *SUNday*, it will concentrate on local news and sports, with emphasis on features and comment. Publisher is Mike Horsey. . . . Winnipeg's Edmund Oliveria now heads the public relations division of Hignell Advertising. . . . John Forsythe, former *Winnipeg Tribune* reporter, now is editor of the weekly *Transcona News*. . . . The *Kenora Calendar* has ceased publishing, because of financial problems, after four years of serving northwestern Ontario.

It's old news to most people that the upper level of CBC's English-language radio and TV networks has been juggled, hopefully for improvements in programming. Don MacPherson has become vice-president and general manager, succeeding Eugene Hallman, and Denis Harvey is deputy assistant general manager of the English networks. A lack of decisiveness among senior executives and their apparent reluctance to take risks may have prodded president Laurent Picard into action.

## content

Published monthly by  
Content Publishing Limited  
1411 Crescent Street  
Room 404  
Montreal 107, P.Q.  
Tel. (514) 843-7733

Subscription rate: \$5.00 per year  
Advertising rates on request

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12-74